

Press Release
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Support to Artisans Program to disburse funds for US\$2.5 million

As part of its ongoing cooperation to promote the sustainable development of Bolivia, the U.S. Government, through its Agency for International Development (USAID), will present today a program to support Bolivian artisans. The program will invest US\$2.5 million during the next three years. This effort focuses on the handicrafts sector and will improve the production and marketing of artisans' products both in national and international markets.

This initiative is part of a major regional effort aimed at working with local producers, suppliers, exporters, and NGOs to provide training, product development, marketing strategies, and technical assistance to strengthen the handicrafts business. The program will be carried out by Aid to Artisans, a non-governmental organization that will work in the cities of El Alto, Santa Cruz, and Sucre, as well as in the areas of Chapare, Yungas and the Altiplano.

The first scheduled activity within this outreach will be the signing of cooperation agreements with the following artisans' organizations: CIEP, COMART, Señor de Mayo, Artesanías AT – Alpaca, Artesanías Sorata and the Mixed Association of Self-Taught Embroidery Artists.

Once the agreement is finalized, approximately 2,000 artisans of El Alto and rural towns in the Altiplano will receive technical support to improve their production. Subsequently, the program will be implemented in other areas of the country. One of the most important features of the program is that it will offer participating artisans direct access to international markets, especially in the United States and Europe.